The Axe at the

Root of the Tree

Perhaps the first axe that lent its aid to this great

August Furniture movement was swung in some

Northwestern forest. Thousands of them are

swinging there today. These semi-annual trade

sales are far-reaching in their effect, and have

become a great factor in the great industry. But

the manual strength that brought the forest to the

sawmill, and the manual skill that turned that forest

into artistic furniture, compose only one chapter of

this great story. In the beginning it required a

shrewd mind to conceive the scheme that has had

such marvelous development. It required skill and

persistent business sagacity to continue to achieve

the splendid results which have followed the

development of the idea. It would have been far

easier to have turned aside from that original plan

and to have followed the line of least resistance in

There were imitators of the idea, and the imitator

always lacks energy. The imitators have strayed

along the easy byways, where cheap furniture was

to be gathered; and in a dozen quarters where

August furniture sales were loudly exploited a few

years ago, they are little known today; because the

imitator by deceptive practices has lost the public

The Wanamaker semi-annual trade sales of furni-

ture have been conducted only by constantly in-

creasing effort. The task grows harder and harder

with every six months' sale. The vast industry

which these sales have so tremendously stimulated

has grown stronger and more secure in the econ-

omy of management. Today the workmen in the

industry, from the beginning to the end of it, are

receiving good wages; and production is carefully

guarded, so that losses are far less frequent than

It is not easy to prepare a great August sale that

is thoroughly everything that it pretends to be.

We have been working many months in the gath-

ering of the furniture which is displayed this

morning. It has required all of the prestige and

buying power of our two great stores to secure the

There is not a piece of furniture here that has

come from a questionable factory. There is not

a piece of furniture that has been made to sell at a

cheap price. Every piece was regularly made with the

expectation that it would bring its full value. Every

piece of furniture is new and perfect. There are

no sample lots, except such pieces as are reduced

in price from our own stock and added to the sale.

The superb parlor furniture is newly upholstered

-bright, spic and span as if you paid full price for

it. The same is true of the dining-room and bed-

Every bargain that is presented has been se-

cured directly from the manufacturers who supply our regular high-class furniture, and every piece is

of this standard quality. Hard as the effort has

been, we have overcome all obstacles, and we are

able today to introduce the presentation of as fine

a collection of under-priced furniture as we have

ever shown in these semi-annual occasions. It is

a sale that, in the very nature of the industry, we

know cannot be duplicated anywhere, even in small

parts. There may be offerings, and there undoubt-

edly will be, of cheaply constructed furniture made

to compete with these genuine bargains; and they

may mislead some. But there is no other, there

cannot be such a presentation of high-class furni-

ture anywhere else, as is gathered here today for

concessions which have made this sale possible.

buying and distributing cheap furniture.

whose beguilement was attempted.

they were a few years ago.

room furniture.

Avenue.

H.O'Neill & Co.

Monday Morning, August 1st, We Commence Our

AUGUST SALE OF FURNITURE,

An event that will be a revelation to those not familiar with this branch of our business. First-The Furniture we carry is the very best in construction and design

-no gingerbread carving, no cheap upholstering.

Second—Our salesrooms are splendidly lighted and the most convenient and comfortably arranged for the display and selection of Furniture that you will

The prices you will find the lowest consistent with well built, reliable furniture—we invite you to compare our Parlor and Library Furniture, our Dining Room Furniture, our Bed Room Furniture and our Mission Furniture with what is offered elsewhere around the same prices.

Parlor Suits.

-		
	Three Piec	c
Parlor	Suit	25.00
	Suit	30.00
Parlor	Suit	39.00
1 .		45 00



Large Easy Chairs

and Davenports.

Davenport, mahogany frame.... 75.00

Davenport, oak frame Davenport, mahogany frame.... 42

try and velour.

Upholstered in leather, tapes-

1	Parlor	Su	its.
	Five	Pie	ce
Parlor	Suit		\$69.00
Parlor	Suit		75.50

Mission Chair

or Rocker.

Furned Oak Rocker..... \$6.75

Fumed Oak Arm Chair..... 7.00

Fumed Oak Arm Chair..... 9.25

Fumed Oak Rocker..... 10.50

Fumed Oak Arm Chair 15.25

Fumed Oak Rocker..... 20.00

Fumed Oak Morris Chair 25.00

Fumed Oak Morris Chair..... 29.75

China Closets

(Like cut.)

Chair or

Rocker in

fumed oak,

Spanish lea-

ther seat,

Mission

	rarior Sunt	10.00
	Parlor Suit	81.25
Parlor Suit-(Like cut.)	Parlor Suit	90.00
velour covering, stitched)	Parlor Suit	100.00
velour covering, stitched solstering—worth \$35.00	Parlor Suit	110.00
	<u> </u>	

Ladies' Desk .- (Like cut.)

Golden Oak Desi

Golden Oak Des

Golden Oak Des

Mahogany Desk

Mahogany Desk.

Mahogany Desk.

Mahogany Desk

the very lowest.

9	IF. Immediate	
	In golden	
	and mahog	
	finish,	
•	deep dra	wer
	interior	fin
	ished w	ith
	pigeonhole	
	\$2.50	1
	92.0	•

Parlor Suit...... 60.00 edge, no shoddy uphe —Special at.......

in golden oal
and mahogan
finish, on
deep drawer
interior fin
ished with
pigeonholes,
\$2.50
Regular \$4.75.

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		 									\$5.95
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											12.00
											18.75
											5.95
											7.25
											44 50

							\$2.50									
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k	١.												\$5.95			
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k													12.00			
k													18.75			
													5.95			
													7.25			
													14.50			
													21.50			

Chiffoniers

		9	P	i	8						holes,
					1	R	e	81	u	l	r \$4.75.
											\$5.95
											9.75
											12.00
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•											5.95
											7.25

\$5.95 9.75 12.00 18.75 5.95 7.25 14.50 21.50	Din In gol cane se and bac Golden Oa Golden Oa Golden Oa
	1

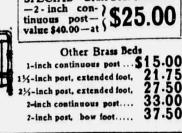
0	Dining Room Chairs In golden oak and mahog cane seats; also leather and backs. Golden Oak Chair, cane seat	an
0	Golden Oak Chair, cane seat Dressers	2.2

In Mahogany, Maple, Birch and In Mahogany, Maple, Birch and In Golden Oak and Mahogany

In Manogany, Mapie, Birc	n and Gol	lden Oak-all si	zes and	-some have wood back	and
Golden Oak. Some have	mir-sh	apes-oval and	square	-some have wood back shelves, others mirror back	and
rors, others plain.		rrors.		glass shelves.	
Golden Oak Chiffoniers	\$3.95 Gold	den Oak Dressers	\$7.50	Golden Oak China Closet \$12	2.50
Golden Oak Chiffoniers	6.75 Gold	den Oak Dressers	11.00	Golden Oak China Closet 16	3.50
Golden Oak Chiffoniers	8.75 Gold	den Oak Dressers		Golden Oak China Closet 18	
Golden Oak Chiffoniers	12.50 Gold	den Oak Dressers		Golden Oak China Closet 25	
Golden Oak Chiffoniers	18.75 Gold	den Oak Dressers		Golden Oak China Closet 28	
		den Oak Dressers		Golden Oak China Closet 33	3.00

in great variety-finish the very best-prices Some with continuous posts, others brass SPECIAL-Brass Beds (like cut)

Brass Beds



	SPECIAL—White Enamelled Bed (like cut)—all sizes
	-value \$12.00 \$6.75
1	Other White Enamelled Beds, all sizes \$1.50
*	Beds, all sizes 3.75
7	Beds, all sizes 4.50
No.	Beds, all sizes 8.75
	Beds, all sizes 10-0

All our Mattresses are made in the most sanitary and up to date method—and all are fully guaranteed. Mattresses

\$6.00

Mattress, full size, \$9.00

Black Mixed Hair Special Mixed Hair Pure South Ameri- Pure Gray Drawings can Horse Hair Mat-tress, full size, \$16.50

Mattress, full size, \$22.50

" Hairinfelt " Matstitute for all hair, full size, \$16.50

White Enamelled Iron Beds

Genuine elastic felt Mattress (no shod-dy), full size, \$7.50

Sixth Avenue, 20th to 21st Street.

BLUE LAWS IN WESTCHESTER. Sheriff Stops Swearing, Sunday Baseball

Games and Open Stores. TUCKAHOE, N. Y., July 31.-Westchester county's Sheriff has suddenly revived the blue law which has not been enforced in a quarter of a century, prohibiting swearing playing ball or selling merchandise on Sunday, and as a result a wave of reform

For some time Sheriff James S. Merritt has received complaints about swearing among young men on Huckleberry trolley cars, which pass through Tuckahoe, Mount Vernon, New Rochelle, Larchmont and Rve, and he decided to enforce the law. Not only did he have deputies riding on the cers, but at Waverly Square and other

cars, but at Waverly Square and other parts of Tuckahoe he had copies of the act declaring swearing to be a misdemeanor tacked up on trees and in other conspicuous places. Under it was a notice that he would enforce the law.

The Sheriff's order evidently frightened the young toughs who have been in the habit of congregating in the square when trolley cars from Mount Vernon, Yonkers and White Plains arrived, as the square was practically deserted. To escape arrest baseball players went to East Chester, in Bronx borough, just across the Mount Vernon line, to play their games.

Members of the Sabbath Observance League and several other religious societies had detectives out getting evidence against salonkeepers and hotel proprietors. Some of the members of the organization, it is said, went about Mount Vernon and Yonkers with cameras and took snapshots of men going through doors of hotels. These will be submitted to the Westchester Grand July at White Plains as evidence.

Japanese to Work in Mexican Mines

MEXICO CITY, July 31.—The experiment of made by the Mexican Coal and Coke Company, which is owned by the Eric Railroad interests. The first installment of 200 Japanese arrived at the company's mines,

OUR SEMI-ANNUAL REMNANT SALE

rives you the chance to go away on your vacation dressed like a Beau Brummel. Suits made in the usual Arnheim way abetted by your own personal suggestions. There never was or will be a tailoring event to compare with this. The choice of the shop for-\$15.

Broadway @ Ninth Street.

HE WAS THE FLYWHEEL, the Fly on the Wheel, and the Court

Let Him Go. McMahon, who said he lived at 342 East Twenty-third street, was in the Yorkville police court yesterday on a charge of intoxication.

"Judge, I hope you won't detain me I have an engagement at the Hoffman House." he said to Magistrate Cornell. "You put this policeman to a lot of trouble last night," responded the Magistrate.
"Don't you think you ought to pay a fine?"
"I have only 12 cents with me, and it is important that I should get to the Democratic national headquarters. Chairman Taggart of the national committee personally engaged me as a political worker for the campaign. I hope you won't interfere with the chances of Judge Parker by locking me up, "pleaded the man.
"I don't wish to interfere in the campaign and I will discharge you," announced the Magistrate. "Are you one of the campaign orators?"
"No, I address envelopes for sending out literature. I'll send you some campaign literature for letting me go, Judge Cornell," replied the man as he started to go.
"Don't you do it, or I'll fine you now," said the Magistrate.

McMahon promised not to and was let go "You put this policeman to a lot of trouble

FRANK BURNS MURDERED.

The Probable Fate of Maribore's Missing Jewelry BOSTON, July 31.—State Detective Peleg

Boston, July 31.—State Detective Peleg Murray, who has been constantly at Athol searching for the body of Frank Burns, the Mariboro jewelry salesman who disappeared near there on Dec. 17, says he has found unmistakable evidence that Burns was murdered. The nature of the evidence is not known except to the State police, and Murray has not yet given his superiors the details or the source from which he obtained the evidence.

The State police for a long time have been satisfied that Burns was murdered. The last man known to have been in Burns's company is Welter E. Smith, new under arrest, charged with the larceny of the lewelry which Burns had in his possession when he disappeared.

Don't Have to Wait

Eighteen trains a day between New York and Buffalo by the New York Central and West Shore Raliroada. New York Central 2c, mileage ticket pays the fare. See time table in this paper.

BIG MIKE" SULLIVAN A HERO. rehed by Rushing Into a Burning

Sullivan, who was known as "Big Mike" when he pitched ball for the New York National League and other clubs, but who is now a lawyer, politician and member of Gov. Bates's council, proved himself to be made of the right stuff when he rushed

your examination.

into a burning house in South Boston last night in search of two children supposed Shallow of Ladder 1 were standing opposite the house when the mother of the children came running and screaming for some

Sullivan led the way up the stairs, followed by Capt. Shallow. At the top of the regire a great sheet of fiame surrounded the two men, compelling them to fall back. Sullivan was severely burned about the

head and face. His mustache was burned completely off, as were also his eyebrows, and one side of his face was burned and part of his neck also suffered considerably. Capt. Shallow was similarly burned.

On reaching the sidewalk again the rescuers were looking about to make further efforts to save the children, when they learned that they had been taken out by one of the women of the house. Sullivan refused to go to the hospital, but after a physician had dressed his burns drove to

As many of the items as we can print are here listed for your information. Of course, this is only a mere fraction of the furniture ready as you read.

Furniture selected during the August Sale will be held for future delivery, if so desired, up to the 15th of October.

Parlor and Library **Furniture**

The Wayamajar Store

Store Closes at 5 P. M. Saturdays at Noon -:- -:-

The GREAT AUGUST

FURNITURE DISPLAY

Is Ready at WANAMAKER'S

Unusual values and large lots of furniture for the parlor and library will be ofreproductions will be largely shown.

Parlor Suites

August price \$30, from \$45-Three August price \$35, from \$55--Three pieces, damask August price \$40, from \$60—Two pieces mahogany frames August price \$48, from \$70-Three August price \$50, from \$75-Three

August price \$50, from \$75-Three pieces August price \$60, from \$90—Five pieces tapestry. August price \$75, from \$115-Three

August price \$75, from \$110-Five August price \$75, from \$110—Five pieces, tapestry.
August price \$87.50, from \$170—Three pieces, mahogany.
August price \$92.50 from \$185—Three pieces, mahogany frames.
August price \$110, from \$170—Five pieces, verona.

Odd Pieces

August price \$5 from \$8-Reception August price \$10, from \$15-Corner Chair, tapestry.
August price \$11, from \$18—Wall Chair, tapestry.
August price \$18 from \$20—Rocker, lugust price \$14, from \$22-Arm Chair, August price \$15, from \$22—Rocker, August price \$18, from \$28—Easy
Chair, velour.
August price \$22, from \$35—Magohany
Arm Chair, wood seat. August price \$25, from \$35—Rocker, tapestry. August Price \$28, from \$45—Mahogany Sofa, wood seat. August price \$32, from \$50 — Sofa, damask. August price \$42.50, from \$85—Ma-hogany Sofa

Center Tables

August price \$2.50, from \$4—Oak. August price \$3, from \$5—Im ma-August price \$5, from \$8—Oak
August price \$6, from \$7.50—Im. ma.

August price \$6, from \$9—Oak.
August price \$6.50, from \$10—Walnut.
August price \$7, from \$11—Oak.
August price \$9, from \$14—Walnut.
August price \$8, from \$12—Mahogany.
August price \$10, from \$16—Mahogany.

Library Tables August price \$6, from \$9—Oak. August price \$10, from \$15—Oak. August price \$12.50, from \$18—Ma-

hogany August price \$15, from \$20—Mahogany August price \$15, from \$24—ManOs August price \$15, from \$35—Oak. August price \$20, from \$35—Oak. August price \$25, from \$35—Oak. August price \$30, from \$45—Oak

Parlor & Music Cabinets

August price \$16, from \$25—Mahogany August price \$25, from \$36—Mahogany Parlor Cabinet. Parlor Cabinet.
August price \$38, from \$55—Mahogany
Parlor Cabinet.
August price \$48, from \$70—Mahogany
Parlor Cabinet. August price \$90, from \$130—Ma-hogany Parlor Cabinet.
August price \$155, from \$300—Gold Parlor Cabinet.

Bookcases August price \$7, from \$9—Oak. August price \$9, from \$12—Im. ma-

hogany.
August price \$15, from \$20—Oak.
August price \$20, from \$80—Im. mahogany.
August price \$21, from \$28—Oak.
August price \$24, from \$30—Oak.
August price \$32, from \$48—Mahogany.

Women's Desks August price \$7, from \$10-Im. ma

August price \$7, from \$10—im. mahogany.
August price \$9, from \$12—Oak.
August price \$10, from \$14—Oak.
August price \$10.50, from \$16—Birch.
August price \$11, from \$16—Mahogany.
August price \$11, from \$16—Maple.
August price \$12, from \$17—Oak.
August price \$12, from \$18.50—Birch.
August price \$12, from \$20—Oak.
August price \$14, from \$20—Oak.
August price \$16, from \$25—Oak.
August price \$18, from \$25—Oak.
August price \$20, from \$28—Birch.
August price \$20, from \$28—Mahogany.

Dining-room **Furniture**

The largest and most complete line of furniture for the dining-room is shown fered throughout the period of the Au- here. The line is particularly strong gust Furniture Sale. Some of the choicest in fine mahogany pieces after the Cologoods manufactured in America will be nial style. At all times the line of merepresented. Modern designs as well as dium and low-priced oak patterns i fully kept up.

Sideboards

August price \$15, from \$20-Oak.
August price \$20, from \$28-Oak.
August price \$24, from \$30-Oak.
August price \$25, from \$36-Oak.
August price \$26, from \$38-Oak.
August price \$20, from \$40-Oak.
August price \$35, from \$48—Oak.
August price \$42.50, from \$55-Oak.
August price \$60, from \$75-Mahegan
August price \$75, from \$150-Mahogan

China Closets August price \$27, from \$32-Golden

August price \$65, from \$95-Mahogany. Extension Tables

August price \$37, from \$42-Golden

August price \$7, from \$10-6 ft., oak

Bedroom Furniture

showing is unusually complete in fine reproductions of Colonial and Period styles; in fact, this line has probably

August price \$16, from \$24—Mahogany. August price \$16, from \$24—Maple. August price \$18, from \$26—Golden August price \$18, from \$26-Natural August price \$22, from \$32—Mahogany. August price \$22, from \$32—Maple. August price \$23, from \$33—Golden August price \$24, from \$32-Golden August price \$26, from \$38—Natural birch. August price \$26, from \$38-Golden

August price \$30, from \$40—Maple. August price \$32, from \$45—Natural birch. August price \$33, from \$45—Mahogany. August price \$47, from \$65—Mahogany. August price \$47, from \$65—Maple. August price \$70, from \$100—Mahogany.

Chiffonniers

August price \$9, from \$12-Golden August price \$20, from \$30—Mahogany August price \$24, from \$32—Golden

August price \$28, from \$40—Maple. August price \$28, from \$40—Tuna. August price \$30, from \$40—Golden

August price \$35, from \$45—Mahogany August price \$60, from \$80—Mahogany Toilet Tables

August price \$8, from \$12-Golden ak.
August price \$12, from \$18—Oak.
August price \$17, from \$24—Mahogany.
August price \$18, from \$28—Birch.
August price \$20, from \$30—Oak.
August price \$22, from \$45—Mahogany.
August price \$32, from \$45—Tuna.
August price \$50, from \$75—Mahogany.

Brass Bedsteads

August price \$20, from \$28—4 ft. 6 in. August price \$20, from \$35—3 ft. August price \$24, from \$38—4 ft. 6 in. August price \$24, from \$38—4 ft. 6 in. August price \$28, from \$36—3 ft. 3 in. August price \$30, from \$45—4 ft. 6 in. August price \$30, from \$60—4 ft. 6 in. August price \$46, from \$55—3 ft. 3 in. August price \$46, from \$65—4 ft. 6 in. August price \$46, from \$66—4 ft. 6 in. August price \$50, from \$68—4 ft. 6 in. Fourth floor.

JOHN WANAMA

Formerly A. T. Stewart & Co.

Broadway, 4th Ave., 9th and 10th Sts.

Passengers by the French liner La Cham bagne, in yesterday from Havre: Mr. and Mrs. Francis Batcheller, R. J. Wallace Heckmann, F. W. Be and Dr. Francis Martin. Arrivals by the Anchor liner Furnessis

from Glasgow F. P. Bennett, W. B. Cameron, Albert Swar Dr. Frank D. Thompson, M. C. Hall, W. J. Osbora and the Sev. Dr. William Cartes.